

34th PARALLEL

NEWSFLASH

Our current wines come to you from a beautiful and famous wine growing region known as the Barossa Valley, located in South Australia.



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05 Jenke Vineyards

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'05 Jenke Vineyards Merlot - 750 ml



\$25.00

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Mixed Case - Jenke Wines



\$300.00

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'06 Jenke Vineyards Shiraz - 750 ml



\$25.00

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34thparallel

Call Us
707-709-8962

1471 First St
Calistoga, CA 94515
sales@34thparallel.com

LATEST PRODUCTS

Mixed Case - Jenke Wines



\$300.00

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'06 Jenke Vineyards Chardonnay - 750ml



\$25.00

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Our first Press in the US!



There are few who doubt the impact of press in our modern society. Good publicity can make or break a career, be it in politics, in business, and, of course, in Hollywood. This certainly holds true when it comes to selling wine as well. Publications like *Wine Advocate*, *Wine Spectator*, and *Wine Enthusiast* among others, can make or break a brand with their reviews. This can be intimidating for a small producer, as their "fate" may be placed in the hands of an editorial staff, which tastes thousands of wine each year.

It is our belief that wine is purely subjective and should be based upon a person's own palate and tastes. This is not to say that we do not value the reviews that the experts offer. We most certainly do, as we send our wines in for review as well. We also point towards such publications as a resource, as a means of discovery, in order to learn about new wines being introduced to the market. These folks are professional wine critics and their opinions do count. In fact, please find a short list below of how some of these critics have rated our Jenke Vineyards wines:

- ▣ '06 J.V. Chardonnay **89 pts.** *Wine Enthusiast* – April '08 issue
- ▣ '05 J.V. Merlot **90 pts.** *James Halliday – 2008 Buying Guide*
- ▣ '06 J.V. Shiraz **91 pts.** Editors' Choice *Wine Enthusiast* - August '08 issue
- ▣ '06 J.V. Reserve Shiraz **91 pts.** *Wine Spectator* - On line Buying Guide
- ▣ '02 J.V. Reserve Shiraz **94 pts.** *James Halliday – 2008 Buying Guide*

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Welcome to 34th Parallel, where our mission is to bring the small family winemaker back to prominence in an industry currently dominated by multi-national corporations. The members of 34th Parallel are committed to introducing high quality, small volume wines to our customers. It is our goal to team with independent producers from around the world, to distribute their wines to new markets, and to share those wines with connoisseurs and neophytes alike.

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